

MY SAMPLE REPORT

Your text here. Example: "This report is a summary of the work performed during the below period for the web-marketing module you chose. In the report you'll find statistical and analytical information that reflects our work for your investment."



COMPANY
YOUR TAGLINE HERE

PERIODIC PROGRESS REPORT

* To keep the report concise, data has been limited to the top 50 records.



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Table of Contents

➤ Google Analytics	3
Summary	3
All Traffic	3
Source / Medium	3
Top Channels	5
Visitor Information	6
Devices	6
Social Networks	7
Geo Location (Cities)	7
➤ Google Search Console	10
Summary	10
Crawl Errors (Desktop)	10
➤ Facebook	11
Engaged user Data Summary	11
Gender	11
Cities	11
➤ LinkedIn	13
Summary	13
Seniority	13
Employee	14
➤ YouTube	15
Summary	15
Traffic sources	15
Playback locations	16
➤ Google AdWords	17
Summary	17
Account Clicks	17
List of Campaigns	18
Account CTR	18



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Google Analytics

Summary

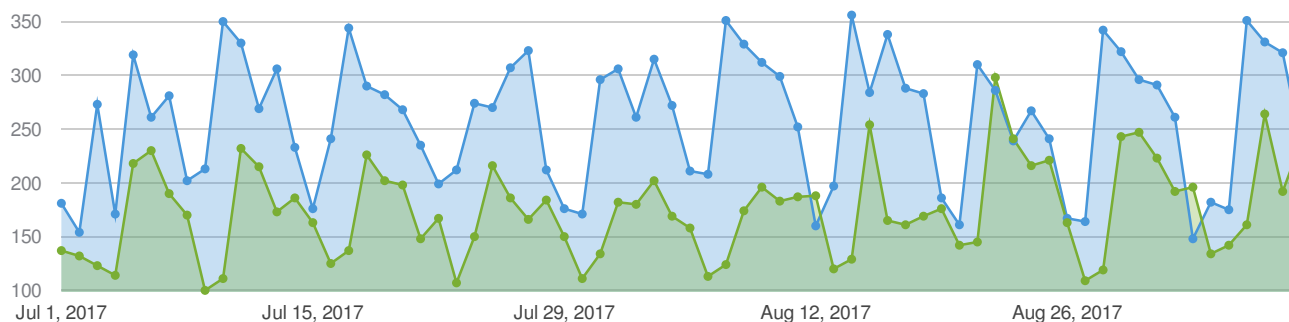
This table shows a general summary of your website's performance for the selected date range.

Sessions	Users	Pageviews	Pages / Sessions	Avg. Session Duration	Bounce Rate	% New Sessions
18,121	15,082	27,457	1.52	00:00:52	81.25%	81.10%

Segment: All Users

All Traffic

This graph shows a general summary of your website's performance compared to its performance during the same date range in the previous year.



Comparison	Sessions	Bounce Rate	Pages / Sessions	Avg. Session Duration	Transactions	Revenue
Jul 01, 2017 - Sep 08, 2017	18,121	81.25%	1.52	00:00:52	0	\$ 0
Jul 01, 2016 - Sep 08, 2016	12,216	68.96%	2.00	00:01:32	0	\$ 0

Segment: All Users

Source / Medium

Source/Medium describes where your traffic comes from. The Source is the site users were on before seeing your content, like a search engine or another website. The Medium describes how users arrived at your content. Values for Medium include "organic" for unpaid search traffic and "none" for direct traffic. Custom values you define for Source and Medium will also be included in this dimension.

Source / Medium	Sessions	Bounce Rate	Pages / Sessions	Avg. Session Duration	Transactions	Revenue
google / organic	9,640 (53.2%)	83.67 %	1.51	00:00:48	0	\$ 0 (0%)
(direct) / (none)	3,234 (17.85%)	84.48 %	1.48	00:00:60	0	\$ 0 (0%)
google / cpc	1,733 (9.56%)	61.63 %	1.71	00:00:59	0	\$ 0 (0%)
bing / organic	1,272 (7.02%)	86.95 %	1.30	00:00:36	0	\$ 0 (0%)



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Source / Medium	Sessions	Bounce Rate	Pages / Sessions	Avg. Session Duration	Transactions	Revenue
klf.infusionsoft.com / referral	744 (4.11%)	79.44 %	1.69	00:01:34	0	\$ 0 (0%)
yahoo / organic	677 (3.74%)	81.83 %	1.40	00:00:40	0	\$ 0 (0%)
com.google.android.googlequicksearchbox / referral	249 (1.37%)	80.72 %	1.46	00:00:42	0	\$ 0 (0%)
duckduckgo.com / referral	79 (0.44%)	81.01 %	1.38	00:01:04	0	\$ 0 (0%)
m.nocuffs.com / referral	64 (0.35%)	84.38 %	1.41	00:01:19	0	\$ 0 (0%)
.com / referral	43 (0.24%)	0.00 %	2.00	00:00:33	0	\$ 0 (0%)
aol / organic	32 (0.18%)	81.25 %	1.94	00:00:37	0	\$ 0 (0%)
yelp.com / referral	19 (0.1%)	63.16 %	2.16	00:00:34	0	\$ 0 (0%)
know-legal.com / referral	18 (0.1%)	88.89 %	1.22	00:00:07	0	\$ 0 (0%)
nocuffs.com / referral	18 (0.1%)	88.89 %	1.22	00:00:05	0	\$ 0 (0%)
m.facebook.com / referral	16 (0.09%)	81.25 %	1.44	00:01:20	0	\$ 0 (0%)
blackhatworld.com / referral	15 (0.08%)	6.67 %	1.93	00:00:39	0	\$ 0 (0%)
ask / organic	14 (0.08%)	85.71 %	1.64	00:00:40	0	\$ 0 (0%)
t.co / referral	14 (0.08%)	78.57 %	1.43	00:00:08	0	\$ 0 (0%)
start.att.net / referral	13 (0.07%)	61.54 %	5.00	00:08:08	0	\$ 0 (0%)
us.search.yahoo.com / referral	12 (0.07%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
youtube.com / referral	8 (0.04%)	75.00 %	1.25	00:01:03	0	\$ 0 (0%)
com.google.android.gm / referral	7 (0.04%)	42.86 %	2.43	00:00:39	0	\$ 0 (0%)
foxweber.com / referral	7 (0.04%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
searchencrypt.com / referral	7 (0.04%)	57.14 %	1.71	00:02:32	0	\$ 0 (0%)
1450kven.com / referral	6 (0.03%)	33.33 %	5.67	00:01:20	0	\$ 0 (0%)
hughesmarino--c.na79.visual.force.com / referral	5 (0.03%)	40.00 %	1.60	00:00:05	0	\$ 0 (0%)
members.calbar.ca.gov / referral	5 (0.03%)	80.00 %	1.40	00:00:15	0	\$ 0 (0%)
results.searchlock.com / referral	5 (0.03%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
www2.bing.com / referral	5 (0.03%)	80.00 %	1.20	00:01:48	0	\$ 0 (0%)
www4.bing.com / referral	5 (0.03%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
avvo / (not set)	4 (0.02%)	25.00 %	6.00	00:03:15	0	\$ 0 (0%)
avvo.com / referral	4 (0.02%)	50.00 %	3.50	00:02:24	0	\$ 0 (0%)
g.tracfone.com / referral	4 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
l.facebook.com / referral	4 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
lawyers.norml.org / referral	4 (0.02%)	75.00 %	1.50	00:01:15	0	\$ 0 (0%)
na43.salesforce.com / referral	4 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
attorneyjobsinusa.com / referral	3 (0.02%)	33.33 %	1.67	00:00:14	0	\$ 0 (0%)
darrenkavinoky.com / referral	3 (0.02%)	0.00 %	2.67	00:00:54	0	\$ 0 (0%)
forbes.com / referral	3 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
health247.com / referral	3 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
info.legalzoom.com / referral	3 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
lm.facebook.com / referral	3 (0.02%)	0.00 %	3.00	00:01:29	0	\$ 0 (0%)



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

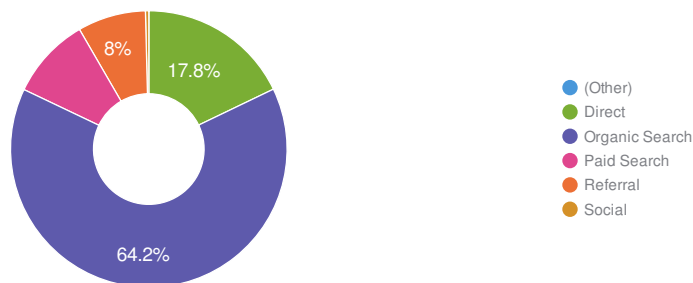
Source / Medium	Sessions	Bounce Rate	Pages / Sessions	Avg. Session Duration	Transactions	Revenue
search.excite.com / referral	3 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
search.tb.ask.com / referral	3 (0.02%)	66.67 %	1.33	00:00:04	0	\$ 0 (0%)
yellowstonesafaritours.com / referral	3 (0.02%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
abilogic.com / referral	2 (0.01%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
americanlawyerawards.com / referral	2 (0.01%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
app.scopeleads.com / referral	2 (0.01%)	50.00 %	1.50	00:00:03	0	\$ 0 (0%)
google.com / referral	2 (0.01%)	50.00 %	1.50	00:00:30	0	\$ 0 (0%)
housingwatch.com / referral	2 (0.01%)	100.00 %	1.00	00:00:00	0	\$ 0 (0%)
	18,121 (100%)	81.25 %	1.52	00:00:52	0	\$ 0 (0%)

Segment: All Users

Top Channels

This pie shows traffic channel distribution.

Top Channels



Segment: All Users



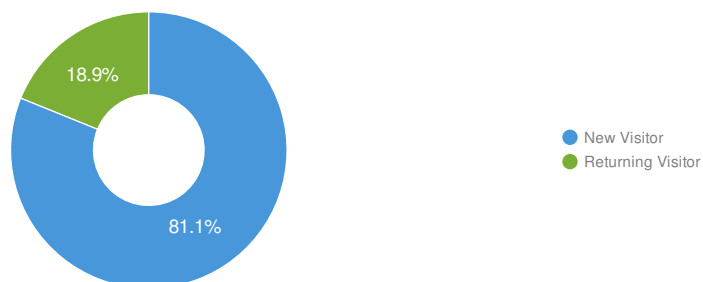
Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Visitor Information

This pie shows new and repeat visitor distribution.

Visitors Information



Segment: All Users

Devices

This table shows relevant metrics grouped by device type.

Device Category	Sessions	Bounce Rate	Pages / Sessions	Avg. Session Duration	Transactions	Revenue
mobile	9,676 (53.4%)	78.79 %	1.48	00:00:48	0	\$ 0 (0%)
desktop	7,777 (42.92%)	84.18 %	1.57	00:00:58	0	\$ 0 (0%)
tablet	668 (3.69%)	82.78 %	1.40	00:00:49	0	\$ 0 (0%)

Segment: All Users



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Social Networks

This table shows relevant metrics according to social network.

Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Sessions	Avg. Session Duration
(not set)	18,050 (99.61%)	81.13 %	14,644 (99.65%)	81.29 %	1.51	00:00:52
Facebook	23 (0.13%)	86.96 %	20 (0.14%)	73.91 %	1.57	00:01:07
Yelp	21 (0.12%)	66.67 %	14 (0.1%)	66.67 %	2.05	00:00:31
Twitter	14 (0.08%)	92.86 %	13 (0.09%)	78.57 %	1.43	00:00:08
YouTube	8 (0.04%)	62.5 %	5 (0.03%)	75 %	1.25	00:01:03
Blogger	2 (0.01%)	100 %	2 (0.01%)	50 %	1.5	00:00:19
Instagram	1 (0.01%)	100 %	1 (0.01%)	100 %	1	00:00:00
LinkedIn	1 (0.01%)	100 %	1 (0.01%)	100 %	1	00:00:00
WordPress	1 (0.01%)	100 %	1 (0.01%)	100 %	1	00:00:00
	18,121 (100%)	81.1 %	14,696 (100%)	81.25 %	1.52	00:00:52

Segment: All Users

Geo Location (Cities)

This table shows relevant metrics according to city of origin.

City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Sessions	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Los Angeles	3,096 (17.09%)	74.35%	2,302 (15.66%)	70.51%	1.80	00:01:16	4.39%	136 (21.45%)	\$ 0.0 (0%)
Camarillo	1,338 (7.38%)	27.50%	368 (2.50%)	93.42%	1.25	00:00:39	1.05%	14 (2.21%)	\$ 0.0 (0%)
San Francisco	678 (3.74%)	87.76%	595 (4.05%)	83.92%	1.39	00:00:37	3.54%	24 (3.79%)	\$ 0.0 (0%)
San Diego	583 (3.22%)	84.56%	493 (3.35%)	75.30%	1.91	00:00:50	4.63%	27 (4.26%)	\$ 0.0 (0%)
Sacramento	370 (2.04%)	89.19%	330 (2.24%)	85.41%	1.38	00:00:45	1.35%	5 (0.79%)	\$ 0.0 (0%)
San Jose	358 (1.98%)	89.94%	322 (2.19%)	79.89%	1.56	00:00:29	3.63%	13 (2.05%)	\$ 0.0 (0%)
(not set)	323 (1.78%)	85.76%	277 (1.88%)	82.66%	1.45	00:00:46	1.24%	4 (0.63%)	\$ 0.0 (0%)
New York	234 (1.29%)	85.04%	199 (1.35%)	82.48%	1.37	00:01:07	5.56%	13 (2.05%)	\$ 0.0 (0%)
Ashburn	214 (1.18%)	100.00%	214 (1.46%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$ 0.0 (0%)
Santa Ana	194 (1.07%)	75.77%	147 (1.00%)	70.62%	1.66	00:00:56	4.64%	9 (1.42%)	\$ 0.0 (0%)
Chicago	165 (0.91%)	87.88%	145 (0.99%)	92.12%	1.15	00:00:18	1.21%	2 (0.32%)	\$ 0.0 (0%)
Riverside	160 (0.88%)	80.63%	129 (0.88%)	72.50%	1.86	00:01:11	3.75%	6 (0.95%)	\$ 0.0 (0%)



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Sessions	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Beijing	129 (0.71%)	100.00%	129 (0.88%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$ 0.0 (0%)
Dallas	123 (0.68%)	92.68%	114 (0.78%)	90.24%	1.28	00:00:40	1.63%	2 (0.32%)	\$ 0.0 (0%)
Washington	114 (0.63%)	91.23%	104 (0.71%)	82.46%	1.43	00:01:11	3.51%	4 (0.63%)	\$ 0.0 (0%)
Phoenix	109 (0.60%)	74.31%	81 (0.55%)	77.98%	1.50	00:01:01	6.42%	7 (1.10%)	\$ 0.0 (0%)
Irvine	106 (0.58%)	87.74%	93 (0.63%)	69.81%	1.67	00:00:48	5.66%	6 (0.95%)	\$ 0.0 (0%)
Houston	101 (0.56%)	94.06%	95 (0.65%)	92.08%	1.11	00:00:27	5.94%	6 (0.95%)	\$ 0.0 (0%)
Long Beach	99 (0.55%)	83.84%	83 (0.56%)	73.74%	1.77	00:00:56	3.03%	3 (0.47%)	\$ 0.0 (0%)
Fresno	98 (0.54%)	81.63%	80 (0.54%)	85.71%	1.30	00:00:19	1.02%	1 (0.16%)	\$ 0.0 (0%)
Seattle	96 (0.53%)	91.67%	88 (0.60%)	88.54%	1.19	00:00:35	1.04%	1 (0.16%)	\$ 0.0 (0%)
Boston	92 (0.51%)	92.39%	85 (0.58%)	91.30%	1.79	00:00:010	3.26%	3 (0.47%)	\$ 0.0 (0%)
Atlanta	87 (0.48%)	94.25%	82 (0.56%)	93.10%	1.10	00:00:33	5.75%	5 (0.79%)	\$ 0.0 (0%)
Santa Clarita	87 (0.48%)	79.31%	69 (0.47%)	62.07%	2.00	00:02:50	5.75%	5 (0.79%)	\$ 0.0 (0%)
Ontario	82 (0.45%)	65.85%	54 (0.37%)	65.85%	1.77	00:01:45	2.44%	2 (0.32%)	\$ 0.0 (0%)
San Bernardino	75 (0.41%)	82.67%	62 (0.42%)	80.00%	1.41	00:00:55	2.67%	2 (0.32%)	\$ 0.0 (0%)
Anaheim	74 (0.41%)	83.78%	62 (0.42%)	66.22%	2.03	00:03:07	6.76%	5 (0.79%)	\$ 0.0 (0%)
Clifton	74 (0.41%)	100.00%	74 (0.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$ 0.0 (0%)
Oakland	73 (0.40%)	95.89%	70 (0.48%)	87.67%	1.42	00:00:18	1.37%	1 (0.16%)	\$ 0.0 (0%)
Bakersfield	69 (0.38%)	85.51%	59 (0.40%)	81.16%	1.48	00:00:52	2.90%	2 (0.32%)	\$ 0.0 (0%)
Orlando	69 (0.38%)	86.96%	60 (0.41%)	89.86%	1.16	00:00:39	1.45%	1 (0.16%)	\$ 0.0 (0%)
Philadelphia	68 (0.38%)	89.71%	61 (0.41%)	85.29%	1.38	00:01:34	4.41%	3 (0.47%)	\$ 0.0 (0%)
Charlotte	63 (0.35%)	93.65%	59 (0.40%)	96.83%	1.02	00:00:08	4.76%	3 (0.47%)	\$ 0.0 (0%)
Oxnard	62 (0.34%)	79.03%	49 (0.33%)	67.74%	2.32	00:02:03	6.45%	4 (0.63%)	\$ 0.0 (0%)
Costa Mesa	61 (0.34%)	80.33%	49 (0.33%)	70.49%	1.80	00:00:37	1.64%	1 (0.16%)	\$ 0.0 (0%)
Stockton	61 (0.34%)	91.80%	56 (0.38%)	80.33%	1.51	00:00:29	6.56%	4 (0.63%)	\$ 0.0 (0%)
Simi Valley	59 (0.33%)	76.27%	45 (0.31%)	81.36%	2.05	00:02:11	11.86%	7 (1.10%)	\$ 0.0 (0%)
Newport Beach	58 (0.32%)	51.72%	30 (0.20%)	60.34%	2.78	00:05:15	24.14%	14 (2.21%)	\$ 0.0 (0%)
Samara	58 (0.32%)	93.10%	54 (0.37%)	1.72%	1.98	00:00:35	0.00%	0 (0.00%)	\$ 0.0 (0%)



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Sessions	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Jackson	55 (0.30%)	98.18%	54 (0.37%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$ 0.0 (0%)
Lancaster	54 (0.30%)	85.19%	46 (0.31%)	68.52%	2.48	00:01:08	1.85%	1 (0.16%)	\$ 0.0 (0%)
Glendale	53 (0.29%)	86.79%	46 (0.31%)	73.58%	1.68	00:00:13	7.55%	4 (0.63%)	\$ 0.0 (0%)
Denver	51 (0.28%)	88.24%	45 (0.31%)	86.27%	1.18	00:00:15	0.00%	0 (0.00%)	\$ 0.0 (0%)
Santa Monica	50 (0.28%)	82.00%	41 (0.28%)	82.00%	2.60	00:01:12	6.00%	3 (0.47%)	\$ 0.0 (0%)
Thousand Oaks	50 (0.28%)	96.00%	48 (0.33%)	74.00%	2.12	00:00:58	8.00%	4 (0.63%)	\$ 0.0 (0%)
Roseville	49 (0.27%)	91.84%	45 (0.31%)	83.67%	1.92	00:00:51	2.04%	1 (0.16%)	\$ 0.0 (0%)
Detroit	48 (0.26%)	95.83%	46 (0.31%)	91.67%	1.10	00:00:30	2.08%	1 (0.16%)	\$ 0.0 (0%)
Torrance	47 (0.26%)	89.36%	42 (0.29%)	74.47%	1.60	00:00:22	4.26%	2 (0.32%)	\$ 0.0 (0%)
Mission Viejo	45 (0.25%)	80.00%	36 (0.24%)	64.44%	1.91	00:01:28	6.67%	3 (0.47%)	\$ 0.0 (0%)
Orange	44 (0.24%)	68.18%	30 (0.20%)	75.00%	1.43	00:00:50	2.27%	1 (0.16%)	\$ 0.0 (0%)
	18,121 (100.00%)	81.13%	14,701 (100.00%)	81.25%	1.52	00:00:52	3.50%	634	\$ 0.00

Segment: All Users



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Google Search Console

Summary

This table shows keyword data as reflected in Google Web Master Tools, including the overall number of keywords, the number of clicks, views and average ranking.

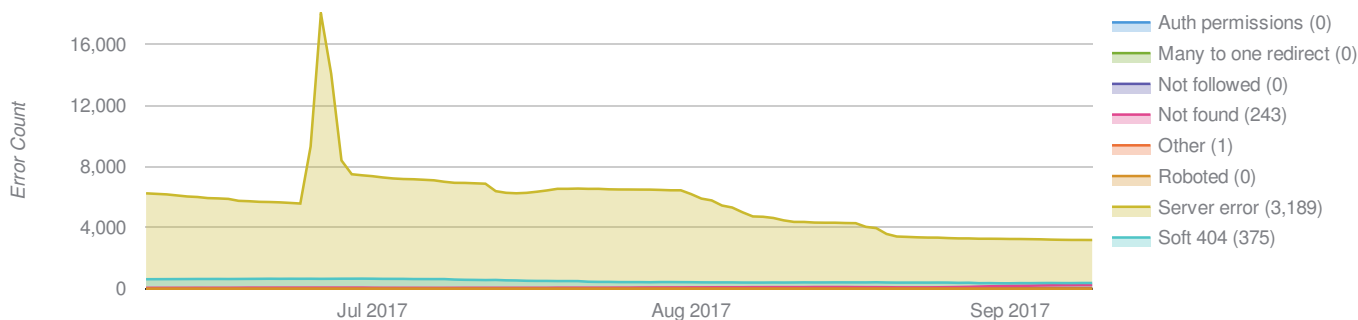
Total Clicks	Total Impressions	Avg. CTR	Avg. Pos.
41,498	6,230,199	0.67%	9.22

Country : All

Device : All

Crawl Errors (Desktop)

This graph shows the number of errors on the site, with the types of errors listed on the right (e.g. "404", "server error" and more).





Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Facebook

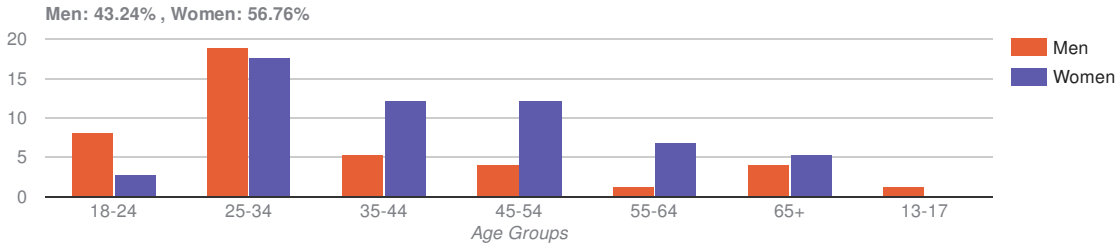
Engaged user Data Summary

This table shows the level of engagement on your page.

Total People Engaged	Reactions	Comments	Shares	Post Clicks
878	377	24	77	1,019

Gender

This graph shows the gender distribution among your fans.



Cities

This table shows the city of origin distribution among your fans.

City	Your Fans
Los Angeles, CA	6
Elk Grove, CA	4
Sacramento, CA	4
Arnold, CA	3
Sonora, CA	3
Cacak, Serbia	3
Angels Camp, CA	2
Santa Clara, CA	2



Account name:
<http://client-demo.com>

For the period of:
Jul 01st 2017 - Sep 08th 2017

City	Your Fans
New York, NY	2
San Antonio, TX	2
Moorabbin, VIC, Australia	1
Agadir, Souss-Massa-Drâa, Morocco	1
Hayatabad, Khyber Pakhtunkhwa, Pakistan	1
Phoenix, AZ	1
Aliso Viejo, CA	1
Burbank, CA	1
Folsom, CA	1
Franklin, CA	1
Long Beach, CA	1
Mission Viejo, CA	1
Ojai, CA	1
Rocklin, CA	1
Running Springs, CA	1
San Andreas, CA	1
Santa Monica, CA	1
Thousand Oaks, CA	1
Valley Springs, CA	1
Ventura, CA	1
Westlake Village, CA	1
Washington, DC	1
Bradenton, FL	1
Honolulu, HI	1
Fremont Hills, MO	1
Whitefish, MT	1
Rutherford, NJ	1
Redmond, OR	1
Kincheloe Mill, TN	1
Cedar Park, TX	1
Richmond, VA	1
Biên Hòa, Đồng Nai Province, Vietnam	1
Ho Chi Minh City, Vietnam	1
Belgrade, Serbia	1
Mohali, Punjab region, India	1
Addis Ababa, Ethiopia	1
Malakoff, Île-de-France, France	1



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

LinkedIn

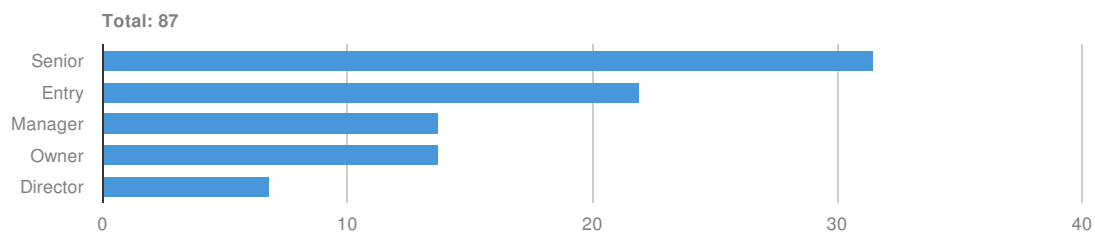
Summary

This table shows the distribution of acquired and organic followers.

Organic Followers	Acquired Followers	Total Followers
52	1	53

Seniority

This table shows the distribution of acquired and organic followers.



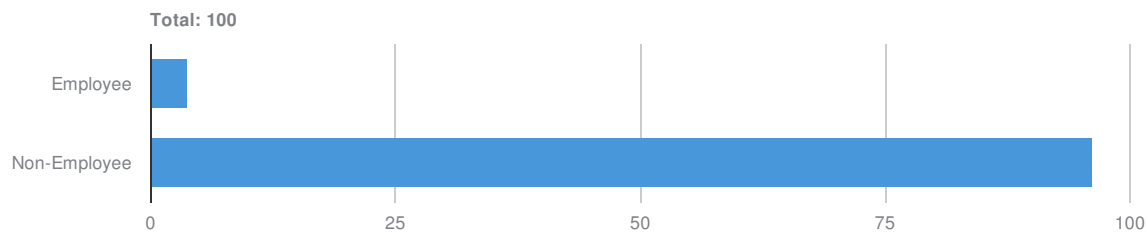


Account name:
<http://client-demo.com>

For the period of:
Jul 01st 2017 - Sep 08th 2017

Employee

This table shows the distribution of acquired and organic followers.





Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

YouTube

Summary

A summary of core YouTube metrics for the above date range.

Likes	Dislikes	Comments	Shares	Video in playlist	Subscribers	Views	Watch time (minutes)	Average view duration
30	4	3	33	63	22	54,859	56,148	00:01:01

Traffic sources

The various means through which the viewer found your video.

Traffic sources	Watch time (minutes)
YouTube advertising	45,193
Suggested videos	4,921
YouTube search	4,021
External	1,280
Browse features	262
Direct or unknown	150
Other YouTube features	129
YouTube channels	108
Playlists	51
Playlist page	28



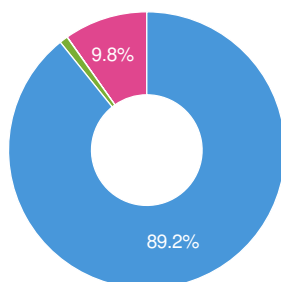
Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

▶ Playback locations

ℹ The page or site the video was viewed on.

Playback locations



- YouTube watch page
- Embedded in external websites and apps
- YouTube channel page
- YouTube other



Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

Google AdWords

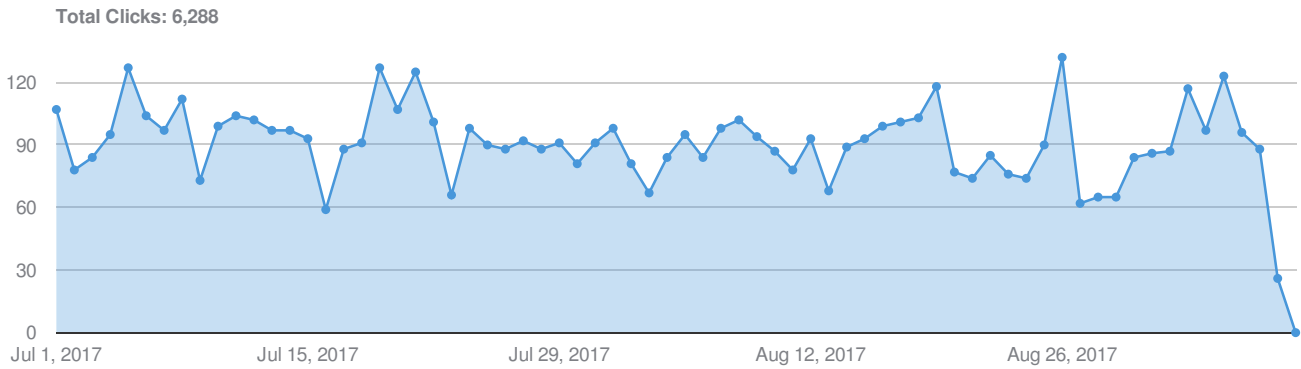
Summary

General account stats for the selected date range.

Interactions	Impr.	Interaction rate	Avg. Cost	Conversions	Cost / conv.	Cost
6,288	71,629	8.78%	\$ 1.58	109	\$ 90.65	\$ 9,922.15

Account Clicks

This graph shows the distribution of clicks between the selected dates.





Account name:
http://client-demo.com

For the period of:
Jul 01st 2017 - Sep 08th 2017

List of Campaigns

The different campaigns in the account, and their performance.

Campaign	Budget	Device	Campaign Type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	All Conversions	Cost/Conv.
AAWL	\$ 314/day	Computers	Search Network	3,321	42,572	7.8%	\$ 1.65	\$ 5,474.52	2.0	0.00	15.00	\$ 0.00
AAWL	\$ 314/day	Mobiles	Search Network	2,625	24,636	10.66%	\$ 1.49	\$ 3,917.98	1.8	109.00	109.00	\$ 35.57
AAWL	\$ 314/day	Tablets	Search Network	319	3,649	8.74%	\$ 1.55	\$ 495.41	2.1	0.00	0.00	\$ 0.00
AAWL Dog Training	\$ 10/day	Computers	Search Network	10	313	3.19%	\$ 1.38	\$ 13.84	3.7	0.00	0.00	\$ 0.00
AAWL Dog Training	\$ 10/day	Mobiles	Search Network	5	180	2.78%	\$ 1.37	\$ 6.86	3.9	0.00	0.00	\$ 0.00
AAWL-Donation	\$ 5/day	Computers	Search Network	4	143	2.8%	\$ 1.72	\$ 6.89	3.5	0.00	0.00	\$ 0.00
AAWL Dog Training	\$ 10/day	Tablets	Search Network	2	39	5.13%	\$ 1.62	\$ 3.24	3.5	0.00	0.00	\$ 0.00
AAWL-Donation	\$ 5/day	Mobiles	Search Network	1	79	1.27%	\$ 1.91	\$ 1.91	3.6	0.00	0.00	\$ 0.00
AAWL-Donation	\$ 5/day	Tablets	Search Network	1	18	5.56%	\$ 1.5	\$ 1.5	3.4	0.00	0.00	\$ 0.00

Account CTR

This graph shows the click-through-rate distribution between the selected dates.

